

# ChiroHealthUSA Affiliate Program Policies

Welcome to the ChiroHealthUSA Affiliate Program! We're excited to have you on board and grateful you're helping spread the word about a better way for patients to afford care—and for providers to stay compliant and profitable.

To keep things running smoothly, we've outlined the expectations, commission structure, and promotional guidelines below. These terms apply to all affiliates and must be followed to remain in good standing.

Last Updated: June 18, 2025

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## Getting Started

If you haven't yet joined the Affiliate Program or if you have questions, we're here to help at [heather@chirohealthusa.com](mailto:heather@chirohealthusa.com).

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## Commission Details

To ensure transparency and fairness, the following conditions apply:

- Commission is earned only on patient enrollments from provider clinics that were referred through your official affiliate link.
  - Referred providers must not already be in our sales pipeline or currently active with ChiroHealthUSA.
  - You may not earn commissions on your own clinic or clinics you directly manage or bill for.
  - Fraudulent activity (e.g., fake clinics or mass enrollments from the same IP address) will result in forfeited commissions and possible removal from the program.
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## Referral Attribution

If multiple affiliates refer the same provider, the last affiliate link clicked receives credit. In special cases, ChiroHealthUSA reserves the right to review and adjust attribution.

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## Promoting ChiroHealthUSA

### Branding Guidelines

Please refer to us as ChiroHealthUSA or CHUSA (no alterations). Always use the approved logos, colors, and language provided in our affiliate media kit.

Avoid exaggerated or misleading claims such as “double your income overnight.” Stay truthful, professional, and compliant with FTC advertising standards.

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## **Advertising Guidelines**

Affiliates may not:

- Purchase ads targeting ChiroHealthUSA brand keywords.
- Redirect paid traffic directly to ChiroHealthUSA's website or affiliate landing pages.
- Use deceptive URLs, cloaking, or other black-hat ad strategies.

Instead, direct traffic to your own site where your affiliate link can be used in context.

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## **Other Important Policies**

- **FTC Compliance:** Always disclose that you may earn a commission when sharing affiliate links.
  - **Self-Referral:** You may not use your affiliate link to enroll your own clinic or make purchases. Violations will result in forfeited commissions.
  - **Link Placement Disclosure:** Upon request, you may be asked to share where and how you've used your affiliate link (e.g., social posts, emails, blog articles).
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## **We'd Love Your Feedback**

We may occasionally ask for your input through surveys to help improve the affiliate program. Your feedback makes a difference!

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Thanks again for being part of the ChiroHealthUSA Affiliate Program. Together, we're helping more patients afford the care they need—while helping providers grow their practices the right way.